



TRAVEL + TOURISM BOARD

40th Anniversary: West Hollywood Remains the Capitol of the Entertainment Capital of the World

Many years prior to the city of West Hollywood's official incorporation were spent nurturing the entertainment careers of silver screen actors, musicians and comedians. As West Hollywood celebrates 40 years in 2024, its foundation as the entertainment capital of the city has only grown. Venues like the Sunset Tower gave silver screen celebrities a hideaway, while the evolution of rock 'n roll on the Sunset Strip gave rise to the Sunset Marquis and the "Riot House" (now known as the Andaz West Hollywood). Currently, architectural walking tours and guided e-bike tours offer a glimpse of the past, while many historic establishments are still around today with private clubs like the San Vicente Bungalows known for being the hottest spot in LA to ink your next entertainment contract. In 2023, the Rolling Stones exclusively featured the Sunset Strip in the music video for "Angry," their newest musical release in decades. This modern-day nod to West Hollywood's portion of Sunset Boulevard recognizes the area as ground zero for rock stars through the 1960s and 1970s, when music venues and promotional billboards wielded enough power to develop up-and-coming talent, launching the careers of some of the most prominent rock 'n roll musicians the world has ever known. Concentrated along the iconic Sunset Strip, many of these venues – including the Roxy, Whisky-a-Go-Go, Troubadour, and Viper Room – continue to uphold their status as places where legends are born. Today, visitors can get in on all the grit and glory as iconic bands return alongside burgeoning talent, shooting for the same stars on the same stages where greats like Elton John, Neil Young and Jimi Hendrix got their starts. The same goes for comedy institutions like the Comedy Store, whose alumni include modern stars like Bill Burr and Chelsea Handler as well as early trailblazers like Bob Saget and Robin Williams.

Story Vignettes

- How West Hollywood creates stars: from the Go Go to Rocketman
- Rock 'n Roll Hangouts Still Thriving today in West Hollywood (Barney's Beanery, Rainbow Bar & Grill)
- 40 stars who got their start in West Hollywood as the city celebrates 40
- 40 songs that define West Hollywood on it's 40th anniversary (pitch a Spotify playlist)
- 40 songs that got their start in West Hollywood (i.e. Joni Mitchell, "Big Yellow Taxi," Eagles, "Lyn' Eyes," Buffalo Springfield, "For What It's Worth")
- West Hollywood hotspots whose heyday was before it was an official city that you can still visit today

About West Hollywood Travel + Tourism Board

West Hollywood Travel + Tourism Board is the official marketing organization that invites visitors to West Hollywood, California, a walkable, 1.9 square mile city in the heart of Los Angeles. Located at the base of the Hollywood Hills and adjacent to Beverly Hills, West Hollywood is a creative and progressive city that embodies the quintessential L.A. lifestyle. West Hollywood is home to 20 hotels and comprises three main districts: the world-famous Sunset Strip with unparalleled nightlife, eclectic and LGBTQ-friendly Santa Monica Boulevard, and the Design District known for its sought-after shopping and dining. West Hollywood enjoys a year-round moderate climate and thanks to its prime location and hip atmosphere, West Hollywood serves as home and playground to many celebrities. Follow us on Facebook and Instagram (@visitweho). For more information, please visit www.visitwesthollywood.com.